

75015-1

11/12/2014

1/10



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

**NOV 12 2014**

Ms. Jean Killoren,  
Authorized Agent for Bernard I Segal  
c/o Killoren Regulatory Consulting  
316 Highland Ave.  
Hartford, WI 5302

Subject: Label Notification per PRN 98-10 and 2007-4: Alternate Brand Name  
"Black Flag Ant & Roach Killing Chalk" and Addition of Alternate Phone  
Numbers (for questions or comments and addition of Poison Control Center)  
Product Name: Dead-Fast Insecticide Chalk  
EPA Registration Number: 75015-1  
Application Date: October 3, 2014  
Decision Number: 496274

Dear Ms. Killoren:

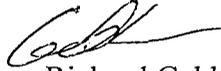
The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 2007-4 and 98-10. The Registration Division (RD) has conducted a review of this request for applicability under PRN 2007-4 and finds that the label changes requested fall within the scope of PRN-2007-4 and 98-10.

The label has been date-stamped "Notification" and will be placed in our records.

Please be reminded that 40 CFR Part 156.140(a)(4) requires that a batch code, lot number, or other code identifying the batch of the pesticide distributed and sold be placed on non-refillable containers. The code may appear either on the label (and can be added by non-notification via PR Notice 98-10) or durably marked on the container itself.

If you have questions, please call Owen Beeder at 703-308-8899 or via e-mail at [Beeder.Owen@epa.gov](mailto:Beeder.Owen@epa.gov).

Sincerely,



Richard Gebken  
Product Manager 10  
Insecticide Branch  
Registration Division (7505P)

**DEAD-FAST™ Insecticide Chalk**

**Alternate Brand Name: Black-Flag Ant & Roach Killing Chalk**

*[Note to Reviewer: Optional Marketing Language to be used on Dispenser Label, Carton Label and/or Pamphlet Label]*

*Text in { } will not appear on label*

**NOTIFICATION**

**NOV 12 2014**

{Bugs – Insects are interchangeable}

Draw the line against bugs [ants and roaches]

Draw the deadline

No [chemical] odor

Non-staining

[Patented] Chalkholder Technology

[Patented] Chalkdispenser Technology

[Patented] [Chalkholder] [for easy application]

Use on doorways, window frames, cabinets, door jams, moldings, baseboards, trash containers

Use in the bathroom, living room, bedroom, attic, basement, garage, garden shed, tool shed

Dare Bugs to Cross the Line!

Dare'em to cross the line!

Draw the line against ants and roaches

The end of the line for ants and roaches

Guaranteed to work or your money back

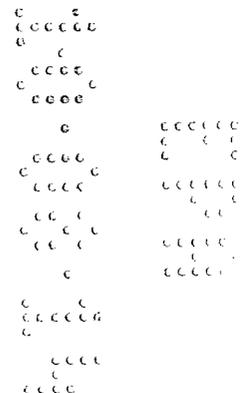
Put ants and roaches on a deadline

Convenient [visible] and effective

Use around the house

Questions? Comments? Call 1-877-867-7396 [(310) 567-8607 or E-mail: [bisapc@aol.com](mailto:bisapc@aol.com)]

Child Resistant Packaging



**DISPENSER LABEL**

Page 1 of 1  
DEAD-FAST™ Insecticide Chalk  
Chalk Dispenser Label

DEAD-FAST™ Insecticide Chalk

Controls Cockroaches, [Roaches] Ants and Crickets

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

**Do not apply where children and pets are likely to come in contact with treated surfaces. Do not remove chalk from dispenser. Close dispenser cap properly when not in use. When closed properly, the cap will not twist off without pressing down.**

Note: See accompanying pamphlet for First Aid, Precautionary Statements and Use Directions.

**ACTIVE INGREDIENT:**

Tralomethrin 1.00%

**OTHER INGREDIENTS:** 99.00%  
100.00%

NET CONTENTS: 0.13 OZ (3.7 g)

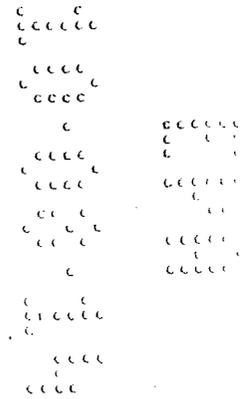
EPA Reg. No: 75015-1

EPA Est. No: 82252-CHN-001

Bernard I. Segal  
La Jolla, CA 92037

Questions or Comments call: 1-877-867-7396 [(310) 567-8607 or E-mail: bisapc@aol.com]

[Batch Code or Lot Number]



**CARTON LABEL**

Page 1 of 2 Carton Label  
DEAD-FAST™ Insecticide Chalk

DEAD-FAST™ Insecticide Chalk  
Residual Control of Cockroaches [Roaches], Ants and Crickets for up to 8 weeks  
See enclosed pamphlet for use directions

**ACTIVE INGREDIENT:**

Tralomethrin 1.00%

**OTHER INGREDIENTS:** 99.00%  
100.00%

NET CONTENTS: 0.13 OZ (3.7 g)

EPA Reg. No: 75015-1  
EPA Est. No: 82252-CHN-001

Bernard I. Segal  
La Jolla, CA 92037

[Batch Code or Lot Number]

**KEEP OUT OF REACH OF CHILDREN****CAUTION**

**Do not apply where children and pets are likely to come in contact with treated surfaces. Do not remove chalk from dispenser. Close dispenser cap properly when not in use. When closed properly, the cap will not twist off without pressing down.**

**FIRST AID**

<b>IF SWALLOWED</b>	Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor.
<b>IF ON SKIN OR CLOTHING</b>	Take off contaminated clothing. Rinse skin immediately with plenty of water for 15 or 20 minutes. Call a poison control center or doctor for treatment advice.
<b>IF IN EYES</b>	Hold eye open and rinse slowly and gently with water for 15 to 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eyes. Call a poison control center for treatment advice.
<b>IF INHALED</b>	Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth to mouth if possible. Call a poison control center or doctor for further advice.

**HOT LINE NUMBER**

Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-222-1222 for emergency medical treatment information. [For information regarding medical emergencies or pesticide incidents call Poison Control Center 1-800-222-1212 [(310) 567-8607.]]



**PAMPHLET LABEL**

Page 1 of 4 Pamphlet Label  
DEAD-FAST™ Insecticide Chalk

DEAD-FAST™ Insecticide Chalk  
Residual Control of Cockroaches [Roaches], Ants and Crickets for up to 8 weeks

ACTIVE INGREDIENT:  
Tralomethrin 1.00%  
OTHER INGREDIENTS: 99.00%  
100.00%

NET CONTENTS: 0.13 OZ (3.8 g)

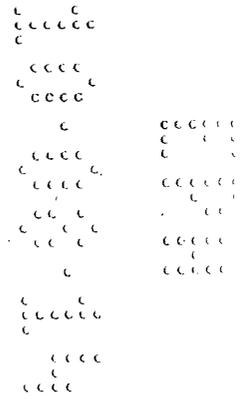
EPA Reg. No: 75015-1  
EPA Est. No: 82252-CHN-001

Manufactured for: [Sold by:]  
Bernard I. Segal  
2406 Vallecitos  
La Jolla, CA 92037

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION**

**Do not apply where children and pets are likely to come in contact with treated surfaces.  
Do not remove chalk from dispenser. Close dispenser cap properly when not in use. When  
closed properly, the cap will not twist off without pressing down.**



Page 2 of 4 Pamphlet Label  
DEAD-FAST™ Insecticide Chalk

<b>FIRST AID</b>	
<b>IF SWALLOWED</b>	Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor.
<b>IF ON SKIN OR CLOTHING</b>	Take off contaminated clothing. Rinse skin immediately with plenty of water for 15 or 20 minutes. Call a poison control center or doctor for treatment advice.
<b>IF IN EYES</b>	Hold eye open and rinse slowly and gently with water for 15 to 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eyes. Call a poison control center for treatment advice.
<b>IF INHALED</b>	Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth to mouth if possible. Call a poison control center or doctor for further advice.
<b>HOT LINE NUMBER</b>	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-222-1222 for emergency medical treatment information. [For information regarding medical emergencies or pesticide incidents call <i>Poison Control Center 1-800-222-1212</i> [(310) 567-8607.]]	

### PRECAUTIONARY STATEMENTS Hazards To Humans & Domestic Animals

**CAUTION:** Harmful if swallowed, inhaled or absorbed through skin. Causes moderate eye irritation. Avoid contact with eyes or clothing. Avoid breathing dust. Wash thoroughly with soap and water after handling. Remove contaminated clothing and wash before reuse.

### STORAGE AND DISPOSAL

**STORAGE:** Store in original container in an area inaccessible to children and pets. Do not store near foodstuffs, drugs or personal contact items. Close dispenser cap properly when not in use.

**DISPOSAL: If Empty:** Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available. **If Partly Filled:** Call your local waste agency for disposal instructions. Never place unused product in any indoor or outdoor drain.

Page 3 of 4 Pamphlet Label  
DEAD-FAST™ Insecticide Chalk

**DISPENSER INSTRUCTIONS:** Following the instructions below, remove cap, extend chalk and lock in position for application. After use, retract chalk and close cap making sure it has locked in position.

1.  
Illustration  
of hands  
removing  
cap

2.  
Illustration  
of hands  
extending  
chalk

3.  
Illustration  
of hands  
retracting  
chalk

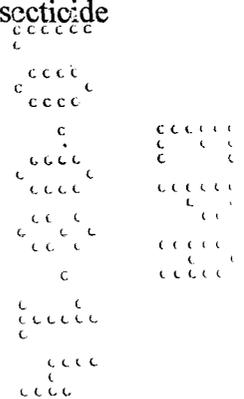
4.  
Illustration  
of hands  
closing  
dispenser

1. TO REMOVE CAP: PUSH DOWN AND TURN.
2. TO EXTEND CHALK: PRESS BUTTON DOWN. ALLOW CHALK TO SLIDE ½ INCH OUT OF OPENING. RELEASE BUTTON TO LOCK.
3. TO RETRACT CHALK: HOLD TUBE UPRIGHT (OPEN END UP). PRESS BUTTON IN ALL THE WAY. ALLOW CHALK TO FALL COMPLETELY INSIDE HOLDER BEFORE RELEASING BUTTON.
4. CLOSE CAP PROPERLY.

**APPLICATION INSTRUCTIONS:**

DEAD-FAST Insecticide Chalk, properly applied, forms barriers over which insects must crawl to enter the facility or to get to and from food and water. These barriers are formed by drawing treatment bands. These treatment bands must intersect without breaks or gaps for complete and effective barriers. A single band or bands, the width of the chalk, is effective. Wider bands are unnecessary.

Draw a DEAD-FAST Insecticide Chalk band completely around the underside of all shelving. Remove all drawers and draw treatment bands completely around the underside of the counter and all interior sides of the cabinet. Do not apply to the interior of drawers or to the front exterior of the cabinets. In the home do not allow the insecticide to contact food or food processing surfaces. Give special attention to treating under and around the sink. Band cabinet exteriors where they join the wall or at points of cracks or crevices. Do not allow the insecticide to contact food or food processing surfaces.



Page 4 of 4 Pamphlet Label  
DEAD-FAST™ Insecticide Chalk

Draw a band of DEAD-FAST Insecticide Chalk around the cabinet base and baseboards of the entire home or facility, the flat surface around each door casing, under the shelving in closets and storage areas, and on the back of pictures. Treat bathroom vanities in the same manner as cabinets. This application will ensure that insects crawling along and up walls will come in contact with the insecticide barrier. Interior and exterior casings and exterior thresholds may be treated for control of CRICKETS, ANTS AND ROACHES.

NOTE: Product effectiveness is likely to be reduced in areas wet enough to dampen treatment bands.

Other areas to be treated include baseboards, moldings, around plumbing and other utility installations, dark corners in closets, and around doors, ventilators, windows and other openings. Completely band the undersides of work tables and storage shelving. Floor drains, garbage rooms, locker rooms, switch boxes, and the back of switch plates should be included in the treatment. Do not apply where children and pets are likely to come in contact with treated surfaces. Close cap dispenser properly when not in use. When closed properly, the cap will not twist off without pressing down.

